



THREE RINGS

THE BALLANTINE NEWSPAPER



Vol. 8, No. 3

P. BALLANTINE & SONS

Special Edition

SPECIAL WORLD'S FAIR EDITION



Unisphere® presented by (USS) United States Steel © 1961 New York World's Fair 1964-1965 Corporation

Dates of Fair: April 22-October 18, 1964; April 21-October 17, 1965.

Hours of Fair: Gates will open daily at 9:30 a.m. Exhibits will be operated from 10:00 a.m. until at least 10:00 p.m. Exhibits and concessions may remain open until 2:00 a.m.

Occasion: The Tercentenary of New York City.

Purpose: Peace Through Understanding.

Theme: Man's Achievements in an Expanding Universe.

Symbol: Unisphere — Presented by United States Steel Corporation.

Location: Flushing Meadow Park, Queens, New York.

Size: 646 Acres.

Estimated Attendance: 70,000,000.

Sectors of Fair: 1) International; 2) Industrial; 3) Transportation; 4) Federal and States; 5) Lake Amusement Area.

Parking Fees: Automobile: \$1.50 at all Parking Fields.

Exhibitors: 1) Many of the principal nations of the world through government or industrial pavilions. 2) Many of the major industrial concerns in the United States. 3) Many of the major companies concerned with transportation. 4) The Federal Government and many of the states. 5) Amusement concessionaires as necessary for a well-rounded program.

1964-65 World's Fair Opens in New York on Wednesday, April 22

Four Attractions Featuring Ballantine Brews

The New York World's Fair will open on Wednesday, April 22nd, and will present to the world the largest and most comprehensive showcase of human accomplishments ever brought together in a single area.

Located in 646 acres of Flushing Meadow — the site of the 1939-1940 World's Fair — the Fair will run to Sunday, October 18, 1964. It will reopen the following year on Wednesday, April 21, 1965, and close for good on Sunday, October 17, 1965.

During these two six month exposition seasons, the Fair will operate daily including Sundays and holidays for the expected millions of visitors who will pass through its gates. It is estimated more than 70,000,000 admission tickets will be sold before the Fair closes in 1965.

Peace Through Understanding is the theme of the Fair and within its confines many nations of the world will be brought together in a show of achievement. The aim of this Olympics of Progress, open to all on equal terms regardless of ideologies, is the fostering of mutual lasting respect and the furtherance of common interests and world peace.

Limited Edition

This edition of Three Rings Newspaper was prepared especially for the Ballantine distributor and employee families.

Its purpose is to give you a preview of the thrilling attractions and exhibits at the upcoming World's Fair, as well as the facts concerning Ballantine's participation.

Actually, no number of words and pictures can adequately describe the countless treats in store for Fair-goers. We hope you're among the 70,000,000 visitors who'll be going to the Fair to enjoy the sights — and Ballantine.

The Unisphere, the Fair symbol, will be the hub of the Fair, surrounded by the exposition's basic areas and their imposing Pavilions and exhibits, entertainment, fun and rides. The Fair's opening will climax almost five years of planning and construction.

International Area

More than 50 nations will display in the Area devoted to worldwide interests, industry and handicraft, culture and arts, in either government sponsored exhibits or under private auspices.

One of the highlights of the International Area will be The Dead Sea Scrolls, among the greatest treasures of the world, which will be exhibited in the Pavilion of the Hashemite Kingdom of Jordan, the stained glass wall panels of which will portray the Fourteen Stations of the Cross.

The eyes of visitors to the area will quickly be captured by each and every one of the beautiful exhibits. The Philippine Pavilion for instance, will present the history of the islands in paneled wood carvings. A lagoon surrounding the circular building will contain scale replicas of Bataan and Corregidor. In the Spanish Pavilion will be valuable paintings by Velazquez, Goya, El Greco and Zurbaran on display, along with art by contemporary Spanish masters, Picasso and Miro. Architectural features reminiscent of Cairo will characterize the United Arab Pavilion. The circular structure will house a museum in which treasures from the tombs of the Valley of the Kings will be exhibited.

Federal and States Area

In this area states and cities will present a cavalcade of American progress as they publicize their cultural and recreational attractions, their regional cuisine, their indigenous industries and resources. Many of the state pavilions will be financed wholly by state funds. Of the rest, some will have a joint funding by the state and private citizen groups or will be financed entirely by private entrepreneurs with the sanction of their respective state governments.

When President John F. Kennedy officially broke ground at the Fair, in December, 1962, for the \$17,000,000 Federal Pavilion, he stated that the exhibit, based on the theme Challenge to Greatness, was designed "to present to the world not a boastful picture of our unparalleled progress but a picture of democracy — its opportunities, its problems, its inspiration and its freedoms". A combined film and three-dimensional exhibit, produced by Cinerama, will illustrate the

Ballantine At The Fair

You'll have no trouble finding Ballantine brews at the World's Fair — just follow the crowds to what are destined to be four of the Fair's most popular attractions.

The quartet, which includes the "Hell Drivers' Auto Thrill Show", "Dick Button's Ice★Travaganza", "Wonder World" and the "Ballantine Rathskeller", will have Ballantine draught or packaged goods on sale exclusively for the enjoyment and refreshment of visitors.

The exclusive arrangement means that countless thousands of fans, daily, will get the opportunity of enjoying their favorite brand while enjoying the Fair, or will have the equal opportunity of meeting Ballantine for the first time. The latter will be among the huge crowds expected to arrive from locations outside of our main marketing areas.

The Auto Thrill Show is located on a 181,000 square foot site and has a 5,600 seat stadium. Wonder World will be staged in the 10,000 seat Amphitheatre that housed Billy Rose's Aquacade in 1939-40. The Ice Show will be in a 3,000 seat theatre which offers a completely unobstructed view from any of its chairs. The Rathskeller, which will cover 25,000 sq. feet, will be located underneath the Town Hall of the picturesque Belgian Village, the Fair's largest International exhibit.

As you can see, the expected 70,000,000 Fair visitors will have both the opportunity of enjoying the greatest Fair ever — and the best malt beverages ever. It's the kind of combination where everybody wins.

Pioneer Spirit of America.

New Jersey, which will celebrate its 300th anniversary this year, will have a continuous program of pageants and shows in its pavilions, one for each county, and each devoted to one phase of Faces of New Jersey.

Westinghouse Electric Corporation will add a footnote to the Time Capsule buried at the 1939 Fair in a new capsule documenting the past 25 years. Reproductions of the contents of both will be displayed.

(Continued on Page 4)

Skating Champions Will Star In Dick Button's Ice ★ Travaganza

Two complete casts, drawn from a complement of 150 of the world's most highly acclaimed skaters, have been signed for Dick Button's Ice ★ Travaganza, which Paul Feigay and Dick Button are presenting at the New York World's Fair.

This makes it possible for the \$1,000,000 spectacle to be performed 38 times a week. Starring World Figure Skating Champion Don McPherson, and featuring international winners in the Olympics and other world skating competitions, the Ice ★ Travaganza will give five shows daily and six on weekends and holidays.

Such dazzling ice beauties as Erika Toth, Pat Pauley and Sandy Culbertson, Olympic skating star Ronnie Robertson, and comics Guy Longpre and Terry Head are in the talented Ice ★ Travaganza lineup. The teams of Randall and Howard and The Selleks are spectacular specialty acts also signed for the unique entertainment.

Twelve individual stages and six revolving stages, the world's largest indoor ski run on an endless movable belt, scenic equipment that allows for entrances from the ceiling, a new process making simultaneous use of film and live actors, and a new three-dimensional sound system have been installed in the New York City Building, where the Ice ★ Travaganza will be housed.

Ballantine will be the only malt beverage among the refreshments which will be available for ice show fans.

Will Steven Armstrong, one of Broadway's ablest young designers, has created the elaborate settings, which involve unusual scenic effects projected simultaneously on stage and over the heads of the audience. Armstrong is the "Tony" award winning designer for "Carnival", "Tchin-Tchin", "I Can Get It For You Wholesale" and "Subways Are For Sleeping."

An extensive search was conducted by Button and Feigay to find 50 of the most beautiful girls in the skating world for the Ice ★ Travaganza ensemble. Winn Morton, having received glowing reviews for his costumes in the musical stage production of "Around the World in 80 Days", has designed opulent creations for these skating beauties.

A new version of a process making simultaneous use of live actors and movies has been imported from Europe for its American debut in the "Salute to Olympic Games" number. This unique optical effect, which has been widely used in Europe, serves to introduce the

system which affords an opportunity to use taped sounds of lightning, thunder and magical effects which are all-important to the spectacle.

Similarly, an electronic board to provide revolutionary lighting effects was especially designed for the attraction.

One of the most elaborate productions planned for the show is the "Six Senses" number, an audience involvement during which the walls of the entire building change color and the air is permeated with a new summer fragrance called, "Ice-Travaganza."

Located at the hub of the Fair, in the shade of the Unisphere, the uniquely-constructed air-conditioned Ice Theatre in the New York City Building is the only one of its type in the world. A completely unobstructed view is offered from any of its 3000 plastic-molded chairs. The City of New York has modernized the building at a cost of \$2,000,000 in order that it may serve ultimately as a year-round sports center.

A permanent exhibit of Olympic-winner Button's collection of art relating to ice-skating also is being displayed. The collection, valued at \$1,000,000, includes prints, lithographs, and the oldest woodcut in the world, on loan from the Metropolitan Museum of Art.

Not the least magical feature of Ice ★ Travaganza is the Magic Basket of Prizes—\$10,000 in watches, movie cameras, mink stoles and other portable gifts every week—to be dispensed by Feigay and Button.

Half of the New York City Building is being devoted to an exhibit entitled "Panorama Around New York," a large-scale model of every building in all boroughs of the city. Visitors may enjoy a kaleidoscopic view of this ambitious exhibit via simulated helicopter ride.

Benefit Performance

The April 22nd premiere of Dick Button's Ice ★ Travaganza at the Fair will be a benefit for the March of Dimes. First nighters will be treated to a Polynesian luau and tropical drinks en route to the Fair via Circle Line river yachts. Moonlight dancing will be a feature of the return boat trip after a viewing of the \$1,000,000 spectacle in the Fair's Ice Theatre. Tickets for the theatre-excursion, priced at \$50, are available in Suite 2836, 1290 Sixth Avenue.

Olympic skaters as they step right out of a motion picture into a live performance on one of the ice stages.

Another "first-time-in-America" feature of the Ice ★ Travaganza is the new concept in sound designed by James Jewell, a multi-dimensional



Magical excitement will reign on 12 individual stages and 6 revolving stages when Dick Button's Ice ★ Travaganza takes over the lavishly-modernized air-conditioned New York Building at the Fair. Artist's cutaway drawing reveals the scope of Paul Feigay and Button's \$1,000,000 spectacle, which will boast World Figure Skating Champion Don McPherson, international winners in the Olympics and other world skating champions, 50 of the most beautiful girls in the skating world, a gigantic Pinnocchio puppet, the world's largest indoor ski run, and other features.



DICK BUTTON

"Wonder World" Will Have Earth - Air - Water Shows

Leonidoff's "Wonder World", a \$3,000,000 earth-air-water musical extravaganza will open April 22nd at the World's Fair Amphitheatre.

"Wonder World", with a total company of 250, will include dry land and aerial extravaganzas as well as an aquashow in the 10,000

seat theatre that housed Billy Rose's Aquacade in 1939-40. For Leonidoff's amphibious "Wonder World", the Amphitheatre has been remodeled—a million dollars worth—with the world's largest canvas roof, a modern design by architect Edward Slater, and a mammoth stage that

slides out to cover the colossal swimming pool.

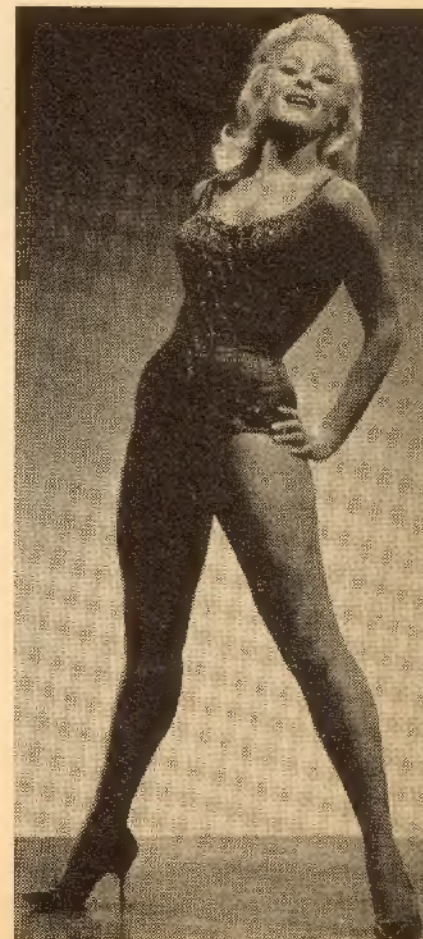
The aquatic spectacles in "Wonder World" will include an underwater ballet in which the water nymphs sparkle with hundreds of tiny electric lights and a sequence where an entire restaurant with

tables, lamps and customers in evening dress rises from the deep of the pool—and is served by the first swimming waiters in theatrical history.

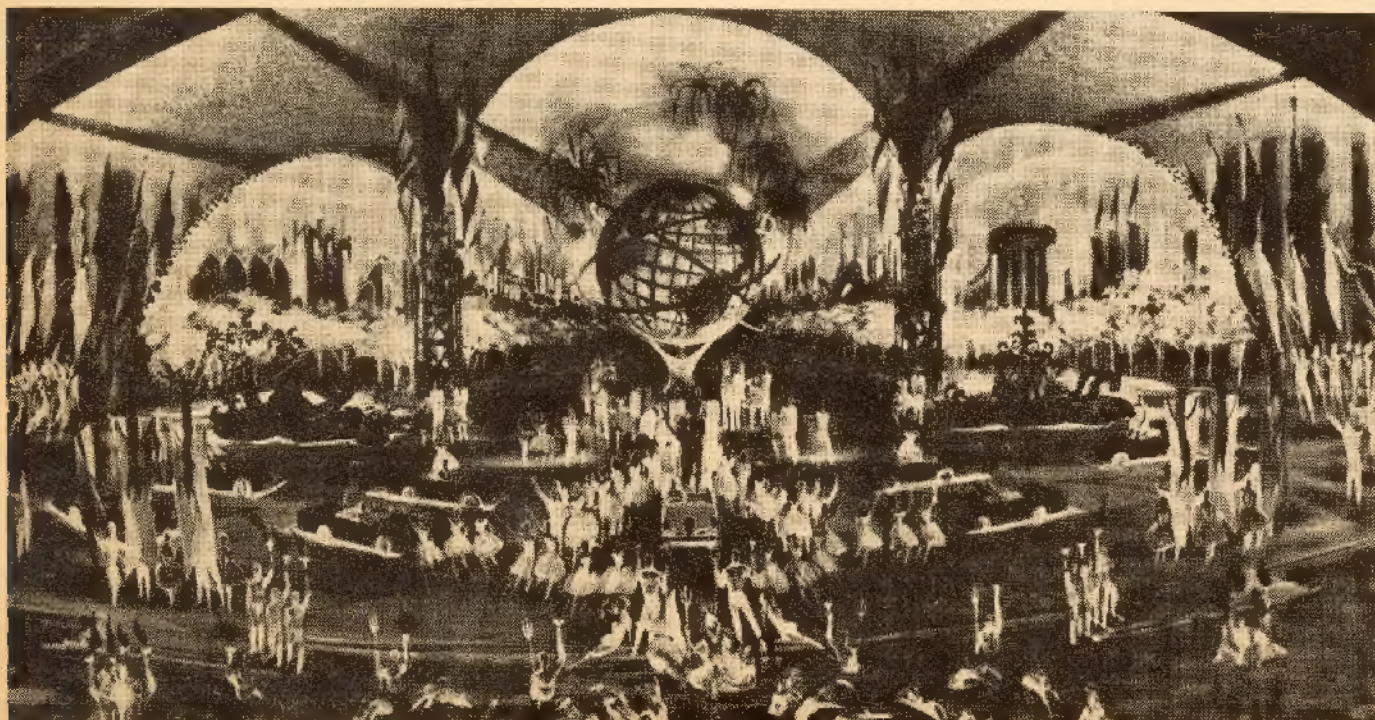
Theatre-goers won't have to watch the restaurant sequence enviously—refreshments on sale at the Amphitheatre will include food snacks, soft drinks, and Ballantine. Ours will be the only malt beverages available.

The terra firma sections of "Wonder World" will include Broadway stars Chita Rivera, Gretchen Wyler and Ted Scott in dance production numbers to Jule Styne music and Michael Kidd choreography, global variety acts including European clowns, and the famous Swiss fahnschwingers (flag-throwers), who will schwing their fahnen (throw their flags) 80 to 100 feet in the air.

The aerial spectacle in "Wonder World" will include a full-stage simulated rocket-to-the-moon launching, and men doing aerobics without wires or any other support, soaring up to 50 feet by means of a wondrous new technological device. Wonder World will play four shows daily.



GRETCHEN WYLER



Artist's conception of the finale of "Wonder World," Leon Leonidoff's spectacle to be presented at the Fair.

Drivers Defy Death In Auto Thrill Show

The daring, dash and death defying antics of stunt drivers guiding their cars through the air and out of high speed spins will be staged daily at the World's Fair.

The Auto Thrill Show, featuring the Jack Kochman New York World's Fair Hell Drivers, will take place on a site where a high-banked, figure eight, asphalt track has been constructed. For more than three years, engineers and designers have worked to perfect the track — the first one ever to be designed for auto thrill shows.

Located in the Transportation Area of the World's Fair, the 181,000 square foot site will offer Fairgoers an hour-long program four times a day on weekdays and eight times daily on weekends and holidays. The 5600 seat stadium was designed to give every fan a good view of the action-packed program.

The World's Fair Hell Drivers are the direct successors to the Jimmy Lynch Death Dodgers which performed in the 1939-40 New York World's Fair. Rocky Fisher and Johnny Rogers, veteran stunt drivers who drove in the World's Fair 25 years ago, will display their skills at most of the 1800 performances scheduled for the 1964-65 Fair calendar.

The Hell Drivers will drive stock Dodge automobiles whose only modification is a heavy-duty suspension system needed for the exacting and punishing stunts, especially the 70 foot ramp-to-ramp jump.

A team of 30 drivers and stunt men will combine for each performance. Sixteen cars and trucks — standard vehicles driven on the highway — will be used for such events as the hi-ski (a car riding on two wheels) reverse spin (car speeding down the track in reverse is put into forward motion through split-second change of gears) and the world famous ramp-to-ramp leap.

All this excitement is sure to make the fans thirsty and they'll find Ballantine on sale to quench

that thirst.

At one point during the show, a clown stands impassively in the center of a ramp while four vehicles zoom down on him and come within inches of his tattered garb. During the years with the Hell Drivers, clown Billy Don Jones, of Wichita, Kansas, has suffered one serious mishap — a broken leg.

Because each driver risks his life during each performance, he skillfully and dutifully checks-out his vehicle before pulling onto the track. He takes nothing for granted. The check-out list is a long one that includes tire pressure, front end alignment, gas supply and the trusted seat belts that get a sharp tug.

The Hell Drivers' skill is reflected in destruction, too. During the run of the Fair, the Drivers will demolish 1800 vehicles — one a performance.

But for the most part, positive, split-second timing, team effort and precision are evidenced as cars zig-zag and criss-cross the asphalt, figure-eight track. At one point in the program, four vehicles race around and around in a single line just inches from one another at times even engaged in friendly bumping of bumpers around the treacherous far turns.

The Kochman Hell Drivers have toured throughout Europe, Central and South America and have four units touring the United States. More than 2,000,000 persons saw the Hell Drivers in 1963.

When the Fair opens on April 22nd, the Drivers will be staging their 9,426th performance. The Auto Thrill Show is near the spectacular exhibits of the Big Three auto companies.

Transportation Productions Inc. of Brooklyn are the producers of the Show.



Precision driving is an integral part of the Auto Thrill Show at the Fair. Located in the Transportation Area, the action will take place on the only specially designed track in the world. The super-elevated, asphalt, figure-eight track is part of the \$2,500,000 site which represents the largest concessionaire at the Fair. The World's Fair Hell Drivers will perform 1800 times during the run of the Fair. The above event features four cars speeding around at high speeds, side-by-side.

Ballantine Rathskeller BELGIUM VILLAGE INTERNATIONAL AREA



"Ballantine Rathskeller" Will Be Feature At World's Fair

The gay and colorful excitement of centuries past will be re-created when the rustic "Ballantine Rathskeller" is unveiled by restaurant operator John F. Hoey in the glittering ultra-modern World's Fair exposition that opens its 360-day run April 22 in Flushing Meadow Park, New York.

Covering some 25,000 square feet, the Fair's largest restaurant will be located underneath the Town Hall of the picturesque Belgian Village Exhibit. Ballantine draught beer will be served exclusively in the Rathskeller. As added taste treats, Ballantine draught dark beer and Ballantine Ale will also be available.

A replica of a typical 1900 German cafe, the Breughel-type rathskeller will stand out as a welcome oasis of wondrous tradition in a World's Fair conceived on the threshold of space exploration.

Dressed in colorful Bavarian costumes, waiters and waitresses, many of them European, will add to the

Rathskeller's authenticity. An attractively-costumed German Band and a number of Flemish entertainers will also be on hand to lend an authentic air.

The Rathskeller menu will feature such perennial German dishes as Weiner Schnitzel, Sauerbraten and Belgian Bratwurst in addition to American beef, chicken and seafood favorites and two Rathskeller specialties — Steamship Round of Beef and Chicken Rotisserie. Tasty desserts will include home-made apple strudel and varied Flemish puddings.

Belgian Village Largest Exhibit

Picturesque Belgian Village, which includes the Ballantine Rathskeller as one of its features, will be the largest international exhibit at the World's Fair, covering 164,000 square feet.

The Village brings to life a cross-section of the lovely nation with its people at work and at play within a complex of about 134 houses, a Church, a Town Hall and historical buildings, all styled after existing scenes in Belgium.

In addition to the Rathskeller, which will be beneath the Town Hall, other features will include souvenir shops where visitors can purchase, among other things, the copper, glass and other products they see made by artisans working on the streets.

Great works of Flemish art will be present everywhere and particularly in the 15th Century Gothic Church, an exact replica of St. Nicholas Church in Antwerp. Here the Stations of the Cross will be displayed in fourteen 5 x 5 square-foot panels fashioned by artists in fine colored sand.

Folk dances will be a daily feature in the heart of the life-size Belgian city with the full costumes and folklore of the native land.

Ballantine Rathskeller Chef An Award Winner

It's unlikely that New York World's Fair gourmets will be able to resist the German, Flemish and Belgian food specialties prepared by Herman Weickmann, Master Chef of the rustic and colorful "Ballantine Rathskeller."

Proof of the pudding lies in the fact that Weickmann added to his collection of awards recently when he competed in the annual Culinary Art Show sponsored by the Food Services Executives Association — a world of sugar, fancy cakes, aspics, hors d'oeuvres, decorated meats and fish and other gourmet specialties created by more than 60 chefs competing for prizes in 27 different food categories.

Weickmann was awarded a first-place trophy for his display of stuffed Veal Breast, German style. Topped by a colorful "Horn of Plenty" filled with diced fruit, the attractive veal breast was surrounded by a variety of hors d'oeuvres.

The 57-year-old native of Germany was also presented with a Judge's Felicitation — an engraved silver platter for his overall display which included Russian Easter Ham and Swedish Cold Meat platter in addition to the veal breast.

A noted chef in Finland, Estonia, Hungary, Sweden and Germany before coming to the United States in 1957, Weickmann will head a staff of German-trained experts who

will prepare such Bavarian favorites as Schnitzel a la Holstein, Beef Roulade and others.

The Rathskeller is the largest restaurant in the Fair.



HERMAN WEICKMANN

Fair Opens April 22 - Ballantine Will be There

(Continued from page 1)

Industrial Area

The major business interests of the nation will be presented in this area. These will range from the corporate giants to comparatively small companies which will lease space in one of five multiple-exhibitors pavilions.

Some 35 pavilions will serve as a gigantic showcase of industry's past contributions to better living and what it envisions for the future. Many of the industrial exhibitors will provide amusement attractions indirectly related to their products.

The American Express Exhibit, at the entrance to the Fair, featuring a complete scale model of the Fair with all of its access routes, will serve as an orientation center.

Some of the other highlights of the area will include Bell System's floating wing, where a seated audience will be transported through a series of 50 different scenes illustrating the development of communications; two theatres in the DuPont Pavilion which will present live productions as part of an exhibit dramatizing contributions made by chemical research in filling man's basic needs; a shimmering tower of light will house an entertaining musical review performed by animated three-dimensional figures who will trace the development of the electric utility industry in the Electric Power and Light Exhibit; and General Electric's Progressland attraction, created by Walt Disney, will transport a seated audience past a series of stages where lifelike, life-like, talking figures will perform. The exhibit will also include the first public demonstration of nuclear fusion.

Transportation Area

In this area, the industries engaged in moving people and products will tell how they have contributed toward the making of a "shrinking planet within an expanding universe." Here the largest exhibitors at the Fair — representatives of the automotive industry will offer spectacular rides.

Amusement Area

Among the amusement attractions will be a Continental one-ring circus, a musical comedy revue, a musical spectacular, which will be performed partly in the water, a Wax Museum, Dancing Waters, Polynesian dancers, a replica of the Santa Maria and several rides, including an aerial ride which rises to a height of 120 feet from the ground, a helicopter ride, a monorail and boats for cruises on the lake.

Religion At the Fair

Major pavilions devoted to religion will give distinction to the World's Fair. Eight pavilions will reaffirm the Fair's theme of Peace Through Understanding and express the unity arising out of faith in God.

Eating Spots

The Fair will be an adventure in eating for the budget-minded and the epicure seeking new taste sensations. There will be 111 restaurants with a total seating capacity of more than 30,000. In addition there will be 25 snack bars.

Limited Budget No Deterrent

A limited budget will not be a deterrent to enjoying a well-rounded

program of entertainment attractions. Nationality and folk dance programs, square dancing, barber-shop quartets, school and college bands and choral groups and many sports activities will be among the no-cost scheduled events.

Transportation

Located in the geographical center of New York, the Fair is accessible by every means of mass transportation. Though bus, subway and railroad will be the principal conveyances, the Fair will provide parking facilities for 20,000 cars, and a Marina with mooring berths for about 800 boats will be available in adjacent Flushing Bay. There will also be the Heliport, the Port of New York Authority's exhibit, with "shuttle air bus" service linking it to airports in the vicinity.

More than \$124,000,000 was spent by the Federal and State governments to provide the finest possible highway access system for motoring visitors and to serve the metropolitan community. New traffic lanes have been added to the Whitestone Expressway, Grand Central Parkway, Van Wyck Expressway Extension and Northern Boulevard.

Private Car:

A \$124 million improvement to the metropolitan arterial highway system with trail blazer markers will ensure fast access to the Fair. The new Verrazano-Narrows Bridge, connecting Staten Island and Brooklyn, with direct access from New Jersey, will open in the Fall of 1964 and provide a by-pass of Manhattan traffic during the second year of the Fair. From New Jersey, now, one way to go is to take Lincoln Tunnel, Queens Midtown Tunnel and Long Island Expressway to the Fair.

Subway:

The IRT Flushing (Queens) Line will run frequent express trains non-stop from Times Square and Grand Central Station direct to the World's Fair Station. Additional trains will serve pick-up stations en route. Free transfers from connecting subway lines at Times Square, Grand Central, Queensborough Plaza, Jackson Heights-74th street. "Blue Arrow" trail-blazer markings will direct visitors in all stations of the transit system. Traveling time from Times Square about 20 minutes. Cost from any station 15 cents.

Railroad:

From Pennsylvania Station, the Long Island Railroad will carry passengers non-stop to the Fair Main Gate in approximately 12 minutes. During the Fair season there will be special trains from eastern Long Island direct to the World's Fair via Woodside Station.

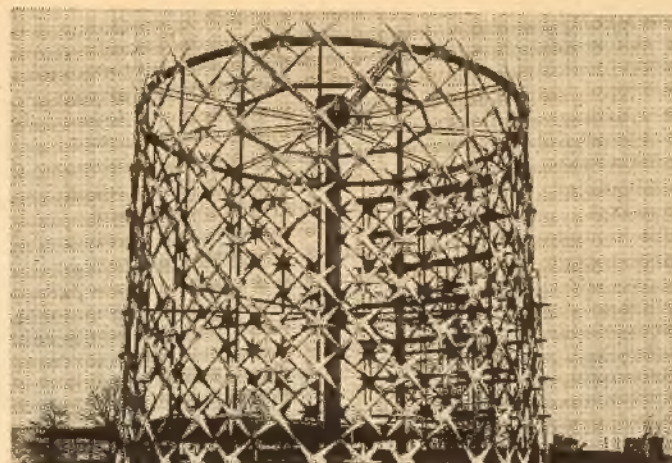
Out of town passengers arriving at Grand Central Railroad Station should change to Flushing (Queens) IRT Subway for World's Fair Station. Passengers arriving at Pennsylvania Station should transfer to Long Island Railroad (see above) or take connecting subway to Times Square for IRT trains (see subway instructions.)

Bus:

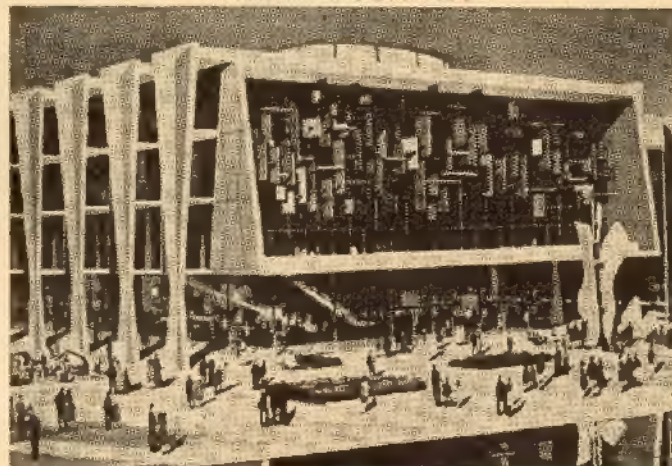
Public and private bus companies will provide special services to the Fair.

Airlines:

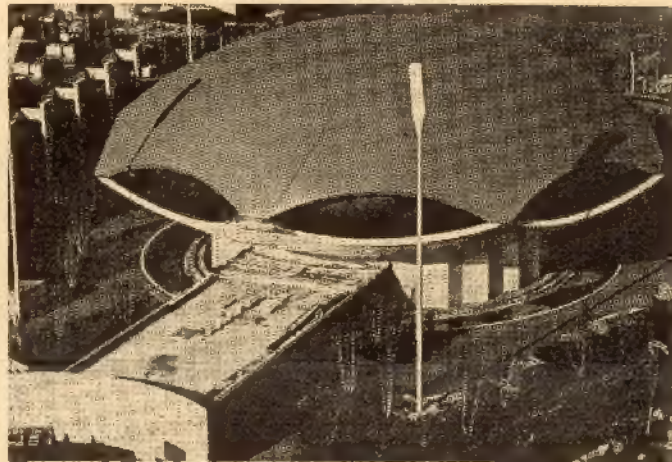
Passengers arriving by air will land at either one of the three airports in the metropolitan area — John F. Kennedy International Air-



ASTRAL FOUNTAIN



HALL OF EDUCATION



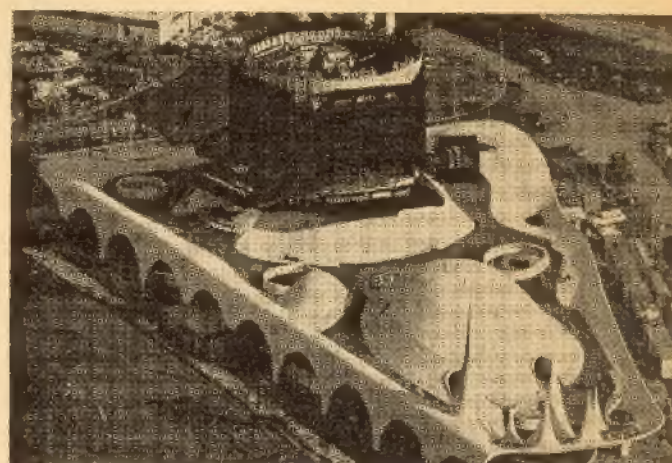
TRAVELERS INSURANCE



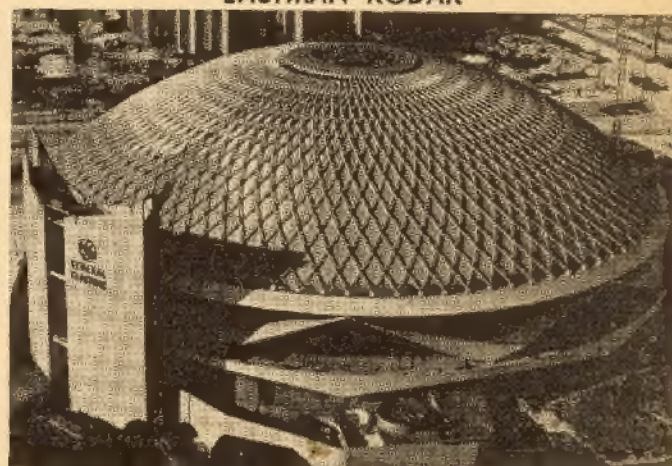
DUPONT



JOHNSON'S WAX



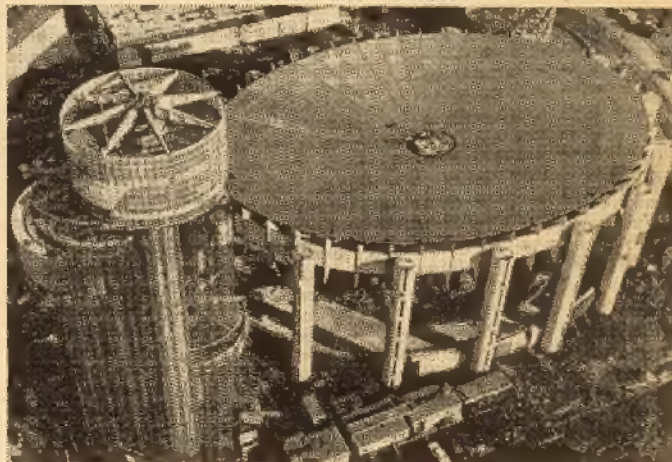
EASTMAN KODAK



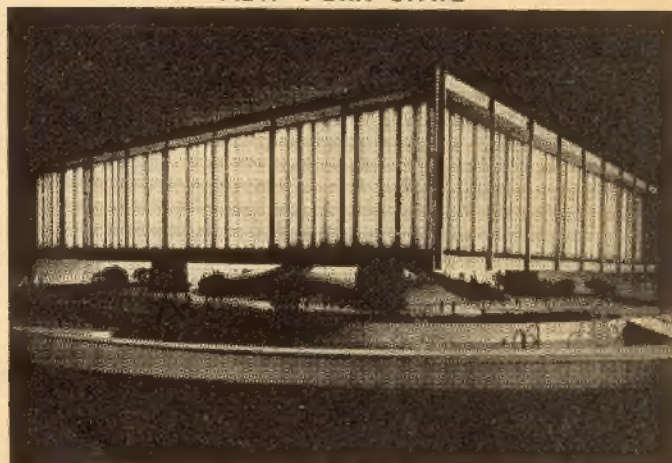
GENERAL ELECTRIC



TOWER OF LIGHT



NEW YORK STATE



FEDERAL PAVILION

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port (Idlewild), LaGuardia, or Newark. Eastern Airlines will operate air-shuttle service from Boston and Washington, D. C., with connecting bus service to their own Pavilion at the Fair.

Helicopters:

New York Airways, in conjunction with United Aircraft International, will operate the Helicopter Service to and from the World's Fair Heliport. Regular flights will

connect with the major airports, with the Pan American Building at 44th Street and the Wall Street Terminal in New York City. Sightseeing trips over the Fairgrounds and surrounding area will operate between 9:30 a.m. and 11:00 p.m.

Pleasure Boats:

The brand new World's Fair Marina in Flushing Bay will accommodate up to 800 boats initially. The luxurious, ultra-modern facili-

ties include a restaurant and cocktail lounge, auto and boat rentals, marine sales and supplies, laundromat, showers, and dressing rooms. Shuttle-bus service will connect with the World's Fair entrance gates. It is not necessary to own a boat to come by water to the Fair. Sightseeing and excursion boats, hydrofoils and ferries connect with Manhattan's East and West Side, New Jersey, the Bronx and other points in the metropolitan area.